WHAT IS CLAIMED IS:

    1.   A method of providing a primary content file to a client device comprising the steps of:

    (a)   inputting into the client device a linkage code comprising a routing identification code and an item identification code;

    (b)   transmitting to a routing server the routing identification code and a client device identification code, and obtaining from the routing server a URL template associated with the routing identification code and the client device identification code, the URL template comprising the name of a resolution server and at least one parameter field to be completed by the client device;

    (c)   completing the URL template by filling in the item identification code, the completed URL pointing to content suitable for display on the client device;

    (d)   sending the completed URL template to the resolution server named therein to determine the location of the primary content file based on the item identification code and the client device identification code; and

    (e)   sending a primary content URL that specifies the location of the primary content file to the client device and redirecting the client device to a primary content server specified by the primary content URL.

    2.   The method of claim 1, further comprising the step of providing the primary content file to the client device from the primary content server.

    3.   The method of claim 1, wherein the client device is a wireless device supporting WML content.

19

4.   The method of claim 1, wherein the client device is a wireless device supporting HTML content.

5.   The method of claim 1, wherein the client device is a wireless device supporting HDML content.

6.   The method of claim 1, wherein the client device is a personal computer supporting HTML content.

7.   A system for providing a primary content file to a client device over a computer network, comprising:

(a)   a client device interconnected to the computer network;

(b)   means for inputting into the client device a linkage code comprising a routing identification code and an item identification code;

(c)   means for transmitting to a routing server the routing identification code and a client device identification code, and means for obtaining from the routing server a URL template associated with the routing identification code and the client device identification code, the URL template comprising the name of a resolution server and at least one parameter field to be completed by the client device;

(d)   means for completing the URL template by filling in the item identification code, the completed URL pointing to content suitable for display on said client device;

(e)   means for sending the completed URL template to the resolution server named therein to determine the location of the primary content file based on the item identification code and the client device identification code; and

(f)   means for sending a primary content URL that specifies the location of the primary content file to the

client device and redirecting the client device to a primary content server specified by the primary content URL.

8.   The system of claim 7, further comprising means for providing the primary content file to the client device from the primary content server.

9.   The system of claim 7, wherein the client device is a wireless device supporting WML content.

10.   The system of claim 7, wherein the client device is a wireless device supporting HDML content.

11.   The system of claim 7, wherein the client device is a wireless device supporting HTML content.

12.   The system of claim 7, wherein the client device is a personal computer supporting HTML content.